



Mercury Media Technology Client Insight // pilot

# Why pilot – ranked the number 1 media agency in 2020<sup>1)</sup> – uses MMT Mercury.

As the 4<sup>th</sup> largest independent agency in the world <sup>2)</sup>, pilot has always ranked among the country’s industry leaders. pilot uses MMT Mercury to manage campaigns worth hundreds of millions of euros.

Client:	pilot
Founded:	1999
Type:	media agency
Employees:	400 +
Locations:	6 x in Germany



With MMT Mercury we implement media campaigns that give our clients a significant advantage in today’s ever changing market.



**Martin Mittelstädt**  
Director Media Operations Consulting, pilot

1) H1 2020 NBB Report by COMvergence. 2) RECMA 2020.

# pilot launched into the future of media management – with MMT Mercury

## Facts:

Using MMT Mercury since:	Active users:	Campaigns managed with MMT Mercury:	Media volume booked with MMT Mercury:
<b>2014</b>	<b>500 +</b>	<b>20,000 +</b>	<b>100 M. +</b>

## Demand:

pilot is aware that the media landscape is always changing and becoming increasingly dynamic, digital and fragmented. With "moving into the future today" as their core principle, pilot develops innovative media strategies that attract and keep the most demanding clients coming back for more. Innovation and staying competitive both demand efficiency. In order to implement media campaigns giving its clients a significant advantage in today's ever-changing market, pilot needed an error-free approach and time for strategy development.

## Results:

- ✓ 50% fewer manual tasks
- ✓ 50% more time for consulting
- ✓ Improved collaboration
- ✓ Lower error rate
- ✓ Better quality

The industry relies too much on manual workflows. At pilot, we want to deliver high-quality service to our clients. That's our top priority! MMT Mercury helps us achieve that goal.



**Martin Mittelstädt**

Director Media Operations Consulting, pilot

# About pilot

Founded in 1999, pilot has grown from a media agency into a full service provider for modern brand communication. **As the second-largest independent agency in Germany and 4<sup>th</sup> in the world\***, pilot has always ranked among the country's industry leaders. **Over 400 media experts** work at the company's six locations to create and implement effective communication concepts.

## Challenges before using MMT Mercury

pilot used excel-based macros to create media plans, manually compile campaign results, run analytics and benchmark lists. That took a lot of time and was extremely prone to error.

Agencies that don't use a media management platform like MMT Mercury have to deal with a long list of problems.



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Director Media Operations Consulting, pilot

## Problems that occurred

1. Difficult to clearly identify the **latest version**
2. **Secured access** from home using VPN: e.g. slow loading times
3. Not **keeping track** of changes
4. Creating **qualitative analytics** took a lot of time
5. **Multiple users editing** a document simultaneously
6. Making sure all documents are **in the right place**

\* RECMA 2020.

# Requirements

The platform had to be **browser-based** and **provide secure access from anywhere**. Staff needed to be able to **work from home** or when visiting a client without having to make any compromises. In general, pilot wanted to become **more efficient by automizing all repetitive and error-prone workflow tasks**, leaving more space for smarter work.

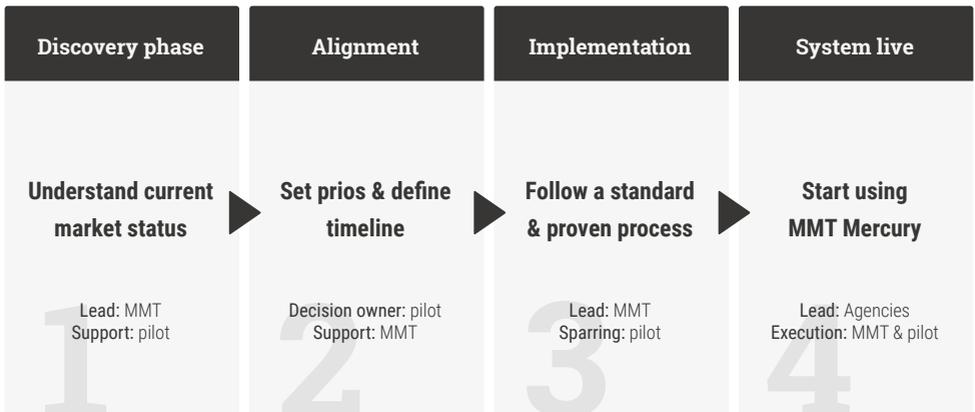


Our staff were able to use MMT Mercury within just two weeks.

**Martin Mittelstädt**  
Director Media Operations Consulting, pilot

# Implementation

Implementation was very smooth and fast. **pilot was able to use the platform within just two weeks**. Thanks to internal training courses, good customer support and a knowledge base integrated into the tool, it was very easy for pilot to onboard new staff.



# Results

The platform forms **the basis for the planning and implementation stages of pilot's media campaigns**. MMT Mercury allows pilot to **run analytics on price movement as well as on budgets and KPI targets across all clients and campaigns**. Dashboards offer automated reporting features. And MMT Mercury is really fast.

pilot now spends **half the amount of time on manual processes**, which has also caused their **error rate to drop significantly**. Both impact the time media planners require, **reducing time spent by between 30% and 50%**.

pilot uses that freed-up time to offer clients more comprehensive consulting services. As data is readily available and integrated into their reports and dashboards, pilot is also **able to reduce the time spent creating media plans by 70%**. This **data transparency** and the additional resources available allow pilot to **focus more on streamlining their campaigns**.

**We spend half the amount of time on manual processes, which has also caused our error rate to drop significantly.**



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Director Media Operations Consulting, pilot



## **About Mercury Media Technology**

Mercury Media Technology is a fast-growing technology company based in Hamburg that is dedicated to developing and advancing a forward-looking media management platform. Mercury Media Technology helps clients manage all of their media workflows in a future-driven way, enabling directly quantifiable efficiencies and laying an ideal foundation for future transformation.

# Get started with the future of media today!

Get in touch with us and schedule a free demo.



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